4/19/88 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR
MONTH OF JANUARY 1988

(Number of companies reporting this month 43)	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	228.8	+ 49.0	+ 27.3			
1987	179.8	+ 21.7	+ 13.7			
1986	158.1					
CUMULATIVE YTD						
1988	228.8	+ 49.0	+ 27.3			
1987	179.8	+ 21.7	+ 13.7			
1986	158.1					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	919.1	+ 5.5	+ 0.6			
1987	913.6	+ 85.8	+ 10.4			
1986	827.8					
CUMULATIVE YTD						
1988	919.1	+ 5.5	+ 0.6			
1987	913.6	+ 85.8	+ 10.4			
1986	827.8					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

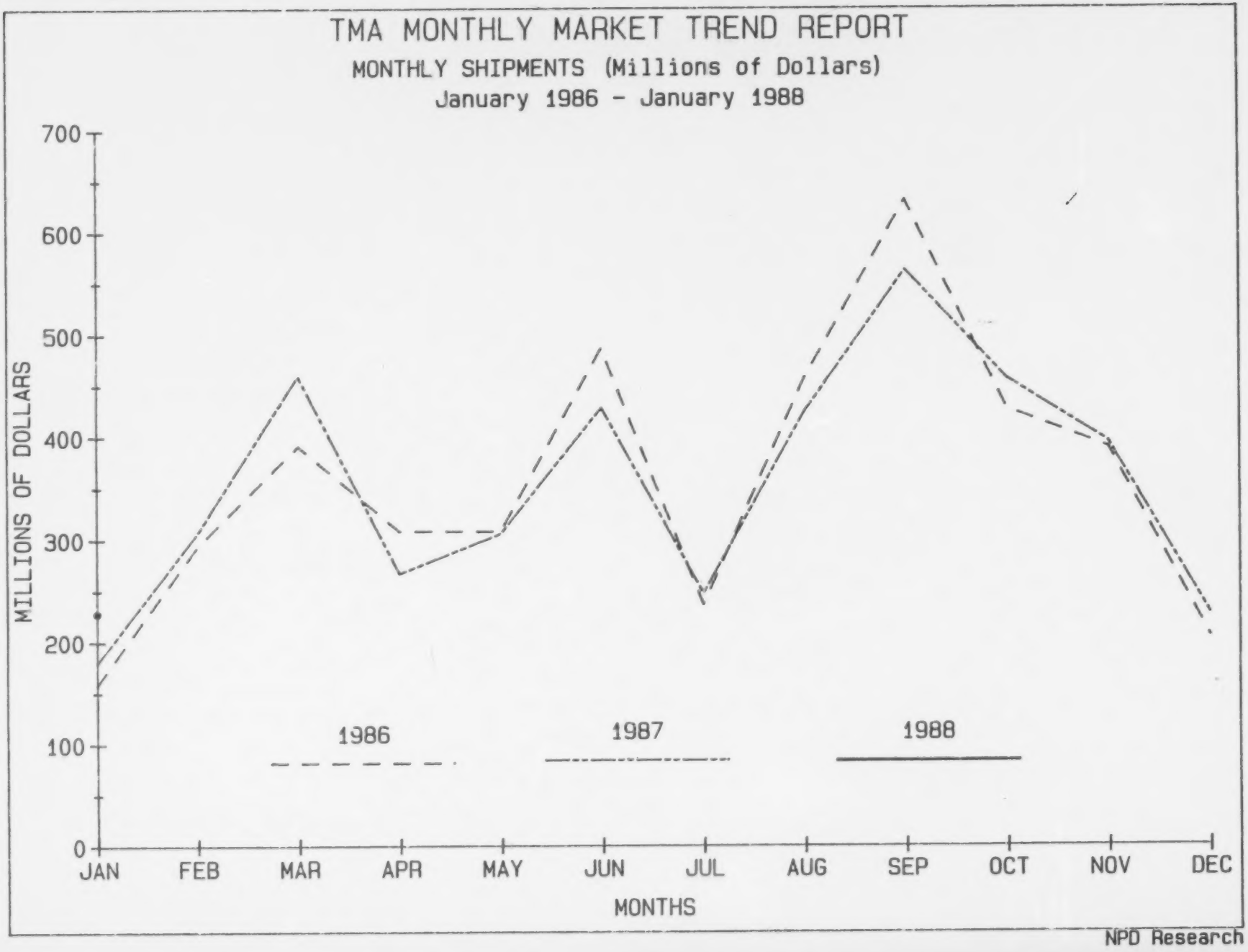
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

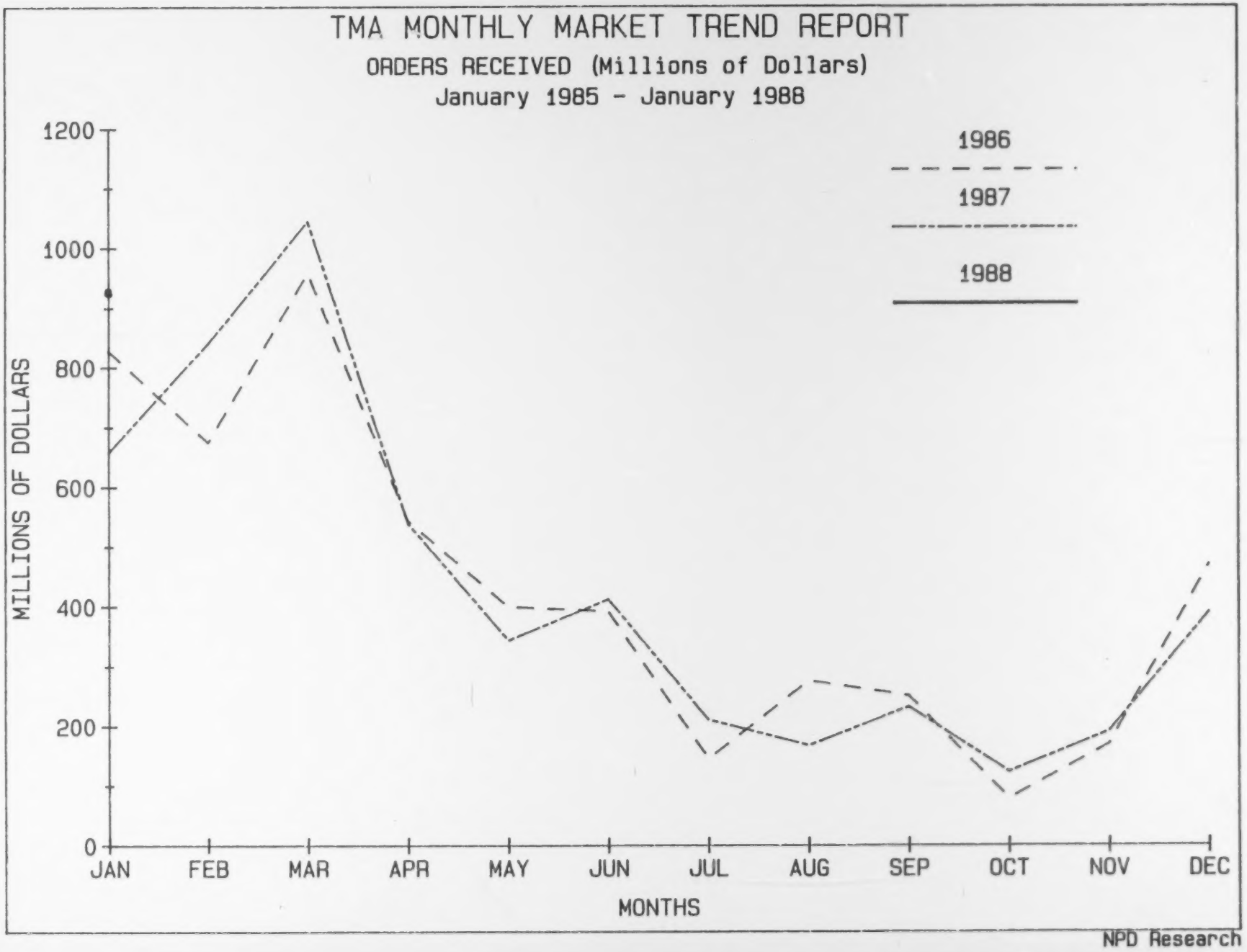
DOLLAR TREND BY MONTH JANUARY 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8												228.8
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	179.8
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	158.1
1988 CUMULATIVE YTD	228.8												
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	925.0												925.0
1987 MONTHLY	658.5	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	658.5
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	827.8
1988 CUMULATIVE YTD	925.0												
1987 CUMULATIVE YTD	658.5	1499.0	2543.3	3082.4	3425.6	3837.5	4048.2	4215.6	4447.6	4570.6	4761.4	5150.6	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3												29.3
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	14.6
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	17.8
ORDERS ON HAND (END OF MONTH)													
1988	1194.9												1194.9
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	873.9
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1026.5

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - January 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
1987
1988
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - January 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - JANUARY 1988

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X		HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN		X	H-G TOYS	X	X	PLACO		
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X	X	POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTICS	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X	X	R. DAKIN	X	X
DOLLY TOY		X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SKILCRAFT	X	X
ERTL	X	X	MONOGRAM	X	X	STEVEN	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STROMBECKER CORP	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	TONKA	X	X
HASBRO	X	X	PARK PLASTICS	X	X	TYCO	X	X
						REVELL	X	
						AMTOY	X	

NOTE: BEGINNING WITH THE JANUARY 1988 REPORT,
SEGA WILL NO LONGER BE INCLUDED WITH TONKA'S DATA.
BANDAI, PLACO AND POWER WHEELS ARE NOT
PARTICIPATING THIS MONTH.